

22 April 2009

Radio industry to track sales of digital radios

Radio industry body Commercial Radio Australia announced the sales of DAB+ digital radio receivers will be tracked and monitored from the launch of the new technology.

Chief executive officer of Commercial Radio Australia, Joan Warner, said it was important to understand from day one, not only the numbers of digital receivers purchased but also the types of receivers that are purchased.

“We want to track the sales of DAB+ digital radio receivers so we can gain a unique profile of digital radio listeners in Australia right from the beginning of the technology,” said Ms Warner. “We will use this information together with our digital radio platform of listening data, set to be included in the Nielson radio ratings from May to further understand our audience.”

Digital radio sales will initially be tracked by GfK Retail and Technology’s sell-in service and eventually be complemented by GfK’s sell-through sales data in the following categories; Clock Radios, Radio Only Products, Portable Systems, Personal Audio, Hi-Fi Components and Hi-Fi Systems.

GfK is one of the world’s leading market research companies. They already operate a reporting service within the consumer electronics industry, working with many of the manufacturers that produce digital radios.

Currently manufacturers of digital radios can subscribe to the sell-in service and would receive a detailed Digital Radio Receivers Report on a monthly basis.

“It is unlikely any figures will be released in the short term but rather when the industry begins to see trending in uptake,” said Ms Warner.

Manufacturers producing DAB+ digital radios include; Pure, Roberts, Bush, Revo, Grundig, iRiver, Sangean and Teac with other manufactures to introduce further products throughout 2009.

Digital radios will be available to purchase in more than 400 stores across Sydney, Melbourne, Brisbane, Adelaide and Perth from May at leading retailers including; Harvey Norman, Dick Smith Electronics, The Good Guys, Myer, David Jones, Clive Peeters, Big W, Retravision and specialist retailers.

Commercial DAB+ digital radio services will progressively switch on in Sydney, Melbourne, Brisbane, Perth and Adelaide throughout May 2009. A simultaneous five state mainland capital Listener Event with all commercial radio stations and the ABC and SBS will be held on 6 August.

Media contact: Melissa Fleming – 0417 499 529

For further information on digital radio visit: www.digitalradioplus.com.au